

## CLAIMS

### WHAT IS CLAIMED IS:

- 1                   1.     An method for merchandising beverages comprising:
  - 2                   (a)     providing a beverage decanter having a neck;
  - 3                   (b)     providing an collar forming at least a portion of an
  - 4     annulus and having an information display surface;
  - 5                   (c)     providing a graphic insert;
  - 6                   (d)     mounting the collar on the neck of the beverage
  - 7     decanter; and
  - 8                   (e)     positioning the graphic insert on the information
  - 9     display surface.
- 1                   2.     The method of Claim 1 wherein the graphic insert
- 2     bears information about a beverage.
- 1                   3.     The method of Claim 2 wherein the beverage has a
- 2     flavor name, and the information borne by the graphic insert includes the
- 3     flavor name of the beverage.
- 1                   4.     An apparatus for merchandising beverages comprising
- 2     a collar forming at least a portion of an annulus, having an information
- 3     display surface with an upper end and a lower end, a lower lip connected
- 4     to the lower end of the information display surface, an upper lip
- 5     connected to the upper end of the information display surface, with a slot
- 6     formed between at least a portion of the information display surface, at
- 7     least a portion of the lower lip, and at least a portion of the upper lip.
- 1                   5.     The apparatus of Claim 4 further comprising a graphic
- 2     insert positioned within at least a portion of the slot.